

***Outsell, Inc.***  
***FLICC/Fedlink Meeting***  
***May 2003***

**Leslie Jacobs**

**Steve Giglio**



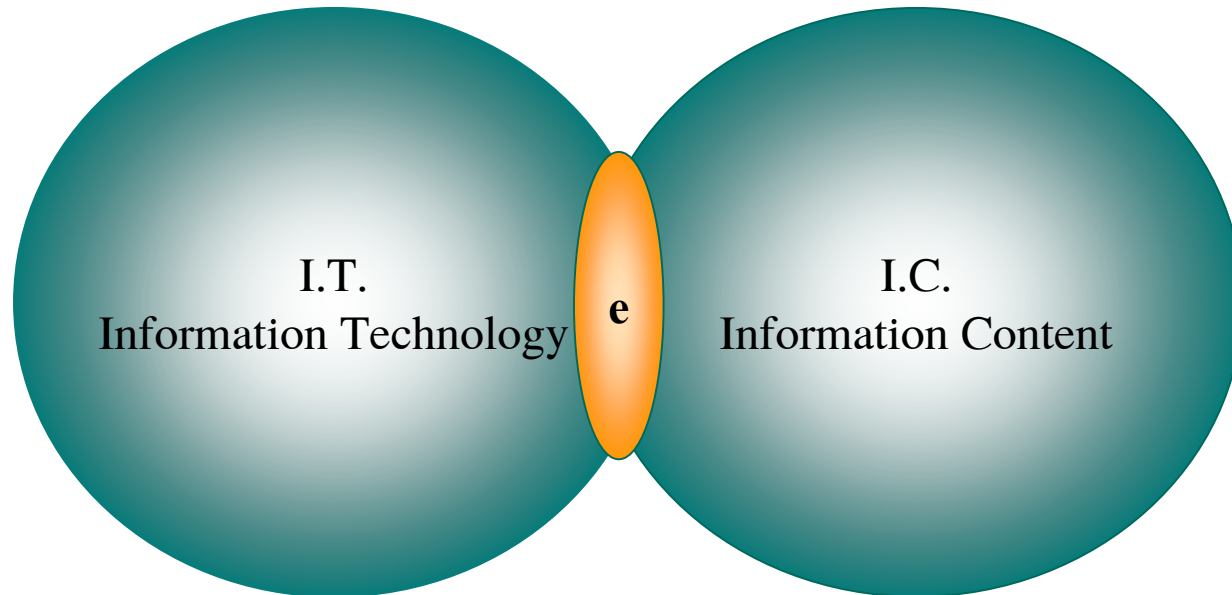
## *About Outsell*

Outsell is the only research and advisory firm that focuses exclusively on the Information Content Industry. As an independent adviser, we emphasize close relationships with our clients and deliver high-quality, fact-based research, analysis, and advice about every aspect of content strategy, deployment, and use to a wide range of vendors, buyers, and users of information.

Founded in 1994, Outsell helps world-class content vendors, Global 2000 companies, government agencies, and leading educational institutions increase their understanding of users and end-markets, assess content quality and effectiveness, benchmark operations, hire and retain executives, and develop more successful internal and commercial content products and services.

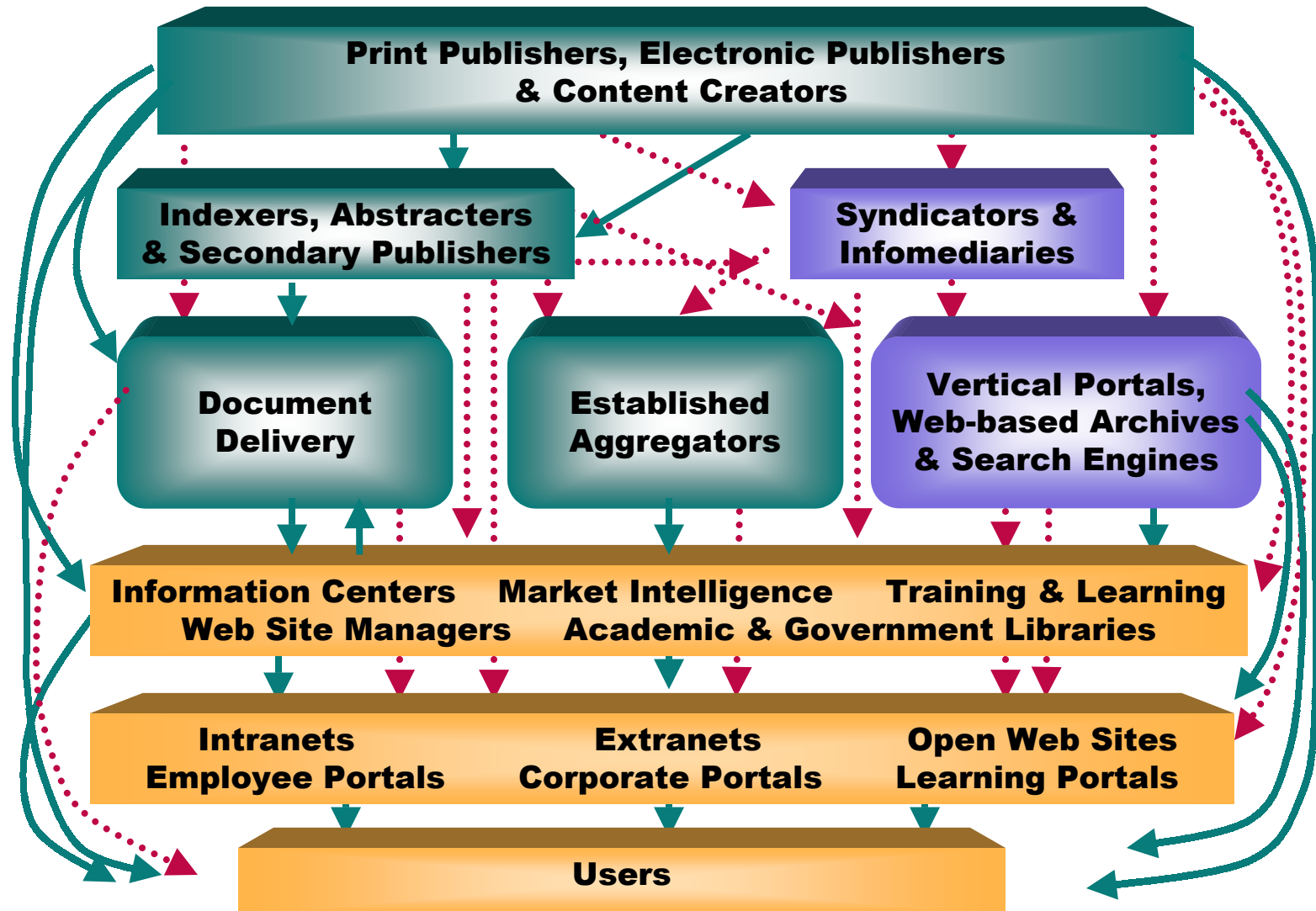


# *The Information Industry*



**e - The union between technology and content**

# *IC Industry: New World*



# What Clients Do

## Supply-Side Execs

- Track competitors and metrics
- Price, test, and launch products
- Size and analyze markets and market share
- Monitor buying patterns and trends, rank content buyers
- Do research to support rollouts, marcom, and PR
- Understand users' content habits, needs, and spending



## Demand-Side Deployers

- Compare vendors and metrics
- Assess, compare features and benefits
- Analyze trends for industry peer group
- Perform functional benchmarking
- Establish best practices in content strategy, acquisition, and deployment
- Understand users' content use habits, needs, and spending

# *We Advise*

## Continuous Subscription Services

- **Baseline *Information About Information*<sup>SM</sup>:**
  - Briefings
  - **Weekly e-briefs<sup>SM</sup>**
  - Inquiry privilege
  - ***I-AIM*<sup>SM</sup> executive summary**
  - ***Taxonomy for Segmenting the Information Content Industry*<sup>SM</sup>**
  - Conference discount for Buying & Selling eContent
- **Additional options:**
  - ***I-AIM* segment reports**
  - Industry benchmark studies
  - ***Outsell 60 Company Monitor*<sup>SM</sup>**
  - Salary studies



# ***We Drill Down***

## **Custom Projects Tailored for Each Client**

- **Business and Strategic Plan Reviews**
- **Management Strategy Meeting Facilitation**
- **Content Needs Assessment**
- **Target Market Assessment and Customer Segmentation**
- **Information Audits and Content Portfolio Segmentation**
- **Competitive Assessment**
- **Product Concept and Usability Testing**
- **Go-to-Market Planning**
- **Loyalty Measurement, ROI, and Customer Satisfaction Studies**
- **Brand Awareness Tracking**
- **M & A Due Diligence**
- **Executive Search and Interim Executive Placement**
- **Candidate Screening and Assessment**
- **Employee Satisfaction and Loyalty Studies**



# *Overview summary*

- **Strategic Assessment**
- **Needs Assessment**
- **Stakeholder Management**
- **Showing Proving Value/ROI**
- **Playing a Role in Other Content Deploying Functions**
  - **Portals (Intranet/Extranet)**
  - **KM**
  - **Analysis/MI**
  - **E-Learning**
  - **CM**





# *Information Content (IC) Industry Outlook 2003 and the Impact on Government Knowledge Professionals*

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*2003 Meta-Issue*

*Incoming Asteroids!*



# ***Trend Point:***

## **The Incredible Shrinking Content Market**

Information Type Category	2001 Outsell WW Revenue Adjusted Estimate (\$000)	2002 Preliminary Outsell WW Revenue Estimate (\$000)	2001 to 2002 Preliminary Growth Rate
Company, Credit & Financial	\$19,589,174	\$19,606,464	0.1%
Corporate Training & Learning	\$5,549,421	\$5,933,484	6.9%
General Aggregators, Distributors & Services	\$21,237,262	\$22,744,294	7.1%
Market Research, Reports & Services (total)	\$17,193,099	\$17,421,212	1.3%
MRRS (Non-IT Segment)	\$14,807,825	\$15,173,867	2.5%
MRRS (IT Research Segment)	\$2,385,275	\$2,247,345	-5.8%
News & Trade	\$89,500,390	\$84,011,977	-6.1%
Scientific, Technical & Medical	\$9,165,843	\$9,702,312	5.9%
Total Market	\$162,235,188	\$159,419,743	-1.7%



***Trend Point:***  
**Technology Threat and Opportunity**

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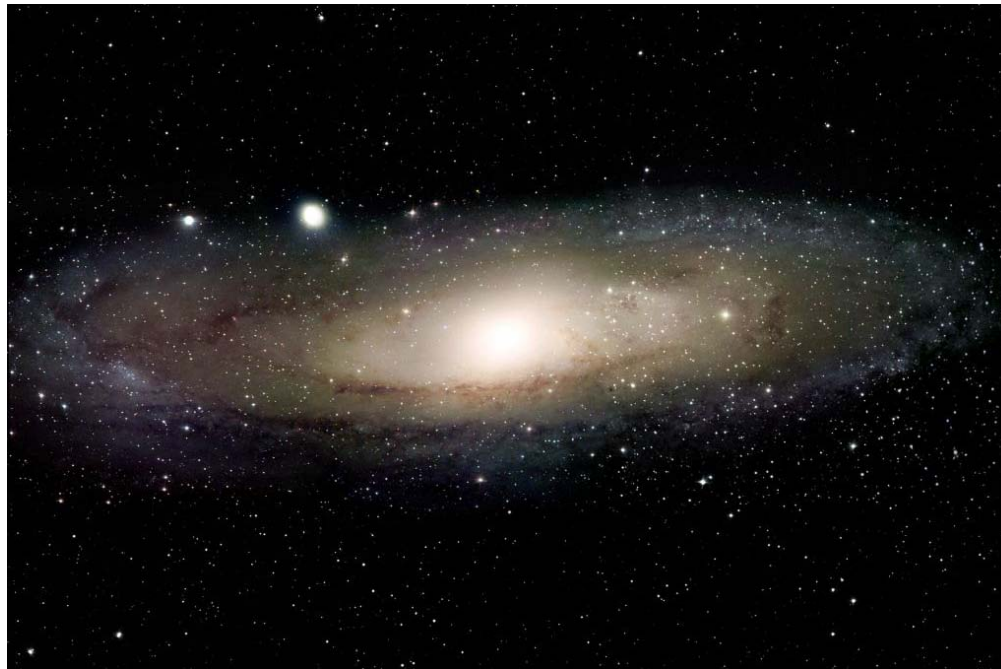


# *Trend Point:* **The Increasingly Invisible Content Buyer**



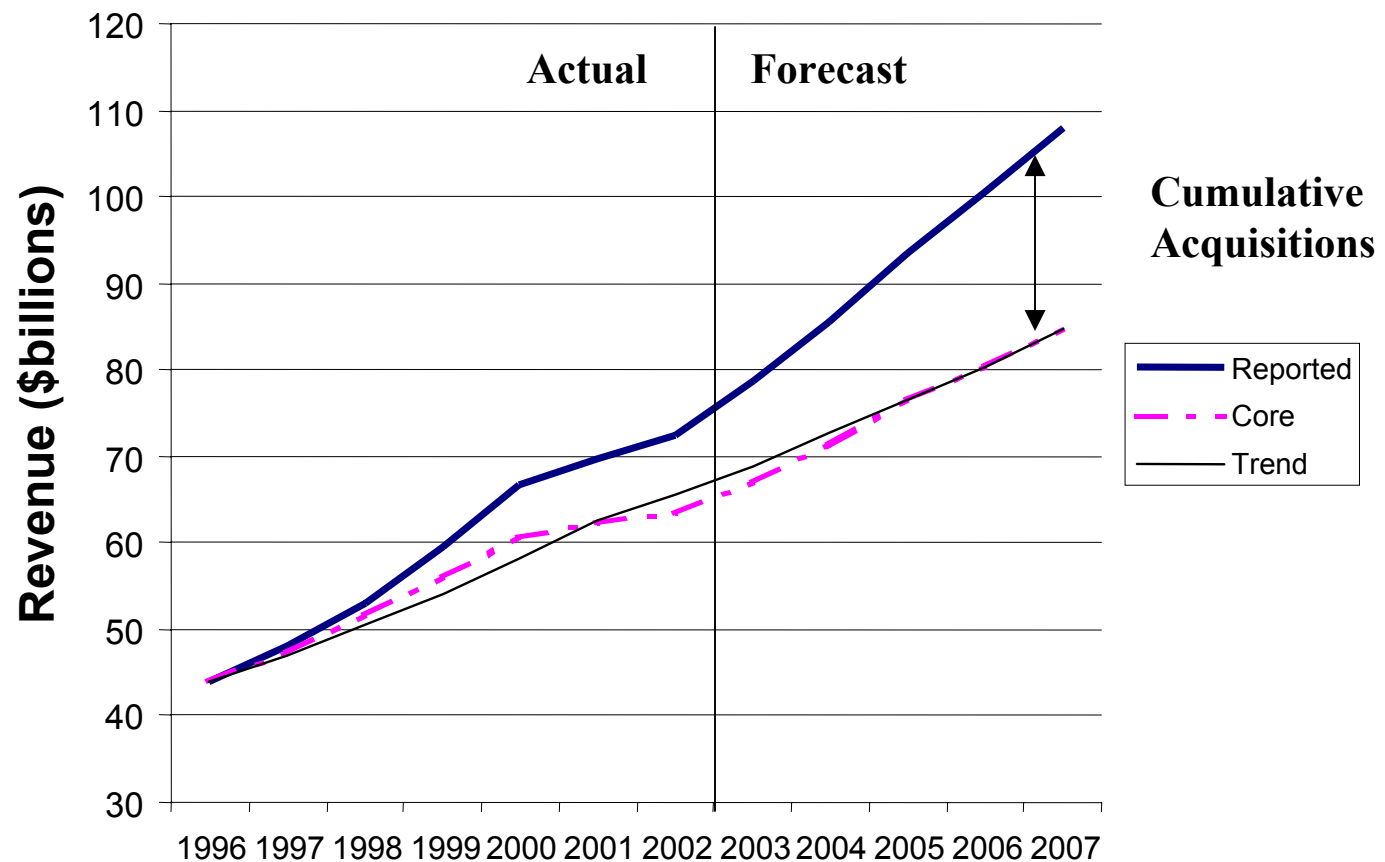
# ***Trend Point:***

## **Users Finding Their Own Way in the Universe**



# ***Trend Point:***

## **Where Is the Growth?**



## ***In Outsell's Opinion:*** **It All Comes Back to Trust**

- **Users are more skeptical, more demanding, savvy**
- **Users and institutions want solutions – relevant, value-added content packages on demand**
- **New players with “e” DNA poised for success through innovation and marketing**
- **But ALL content companies must earn users’ and buyers’ confidence and trust**
  - **Authoritative and credible content**
  - **Easy to use, self-serve**
  - **Value for \$\$**
  - **Flexible pricing and contracting models**
  - **More open dialogue throughout the channel**





# *Trends within Government Information Functions*



# *Content sourcing and vendor management*

- **67% of government respondents currently Identify/evaluate/negotiate with content sources and/or vendors.**
- **48% plan to do so in the next year**

Source: *The Changing Role of Content and Knowledge Professionals* 2002



# *Services planned for outsourcing in next 12 months*

**Top reason for outsourcing: Expense management (i.e. do not have personnel necessary to manage this/these functions) (56%)**

Service	Total	Gov.
Base	(283) %	(30) %
Research/primary research/secondary research	17	3
Cataloguing/contract cataloguing/original catalog	14	30 <sub>M</sub>
Document delivery/document delivery information retrieval	7	3
Market research study/some surveys	7	3
Web site management/development/Web site design	5	7
Competitive intelligence	5	-
Data collections/data input	4	3
Subscription service/periodicals - journal subscriptions	4	10 <sub>M</sub>
Printing/photo-copying/microfilming	3	3
Database design - constriction/database outsourcing	2	3
Training/maintenance training/leadership training, etc.	2	-
Forecasting	1	-
Consulting services	*	-
All others	34	33

Source: *The Changing Role of Content and Knowledge Professionals 2002*

# Implementation of Digital Libraries

Aspect of Digital Library	Total	Gov.
Base	(689) %	(125) %
Conversion of relevant, existing print materials to digital format	45	47
Electronic publication of original electronic works (born digital)	53	61
Revise collection development processes to reflect integration of digital media into traditional collections	67	69
Revise reference services to reflect integration of digital media into traditional collections	76	77
Digital collections created according to defined digital collection development policy	45	44
Digital collections supported by metadata that allows users to discover the collection and to find relevant information within collections	47	54
Digital collections managed for sustainable access at both the object level and collection level	45	48
Digital collections accessible on the Web and compatible with adaptive technologies	57	60
Collect and analyze measures of use of digital collection	46	53
Use standard metadata schemes to support interoperability	34	44
Digital collection projects established based on assessment of users' needs and functional requirements	48	50
Digital collection projects evaluated against expected outcomes and established metrics	30	30

\*Frequency of doing task where 5 is "Already there", 4 is Within the next year and 1 is "Not planning at all" (5 and 4 ratings)

Source: *The Changing Role of Content and Knowledge Professionals 2002*

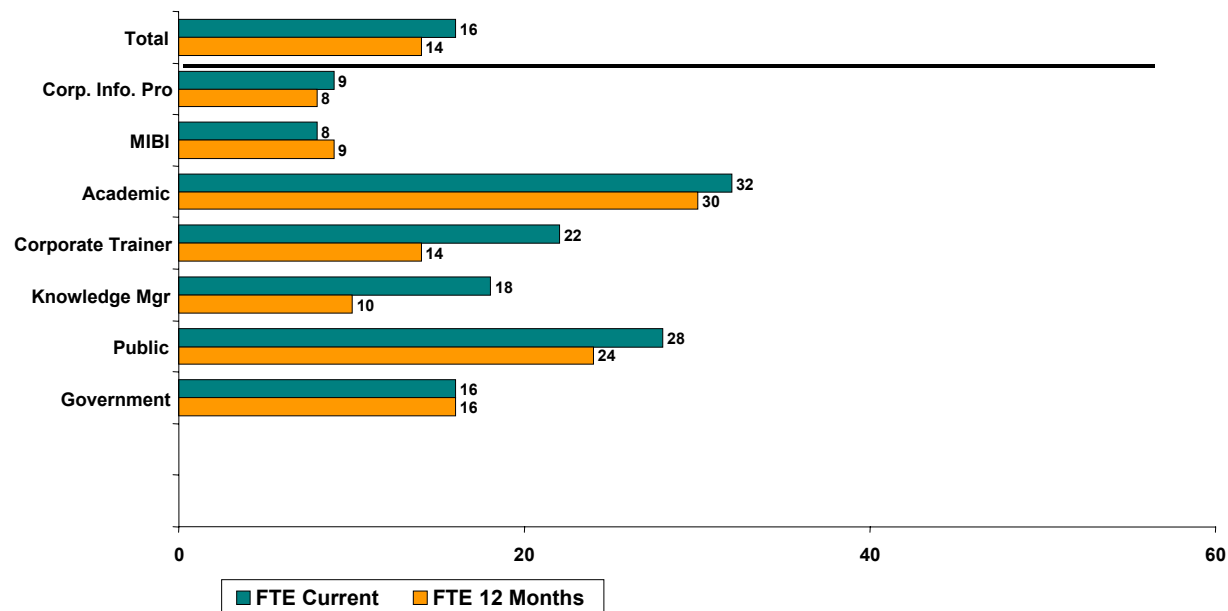
# *Knowledge Management*

- **66% of Government Knowledge Professionals are involved in Knowledge Management**
- **Top activities include:**
  - Identify/select/evaluate internal content sources (41%)
  - Participate as liaison to specific teams/departments for knowledge management projects
  - Develop processes and guidelines for publishing internally generate content (27%)



# Staffing levels

## Number of FTE Staff – Current and in 12 Months



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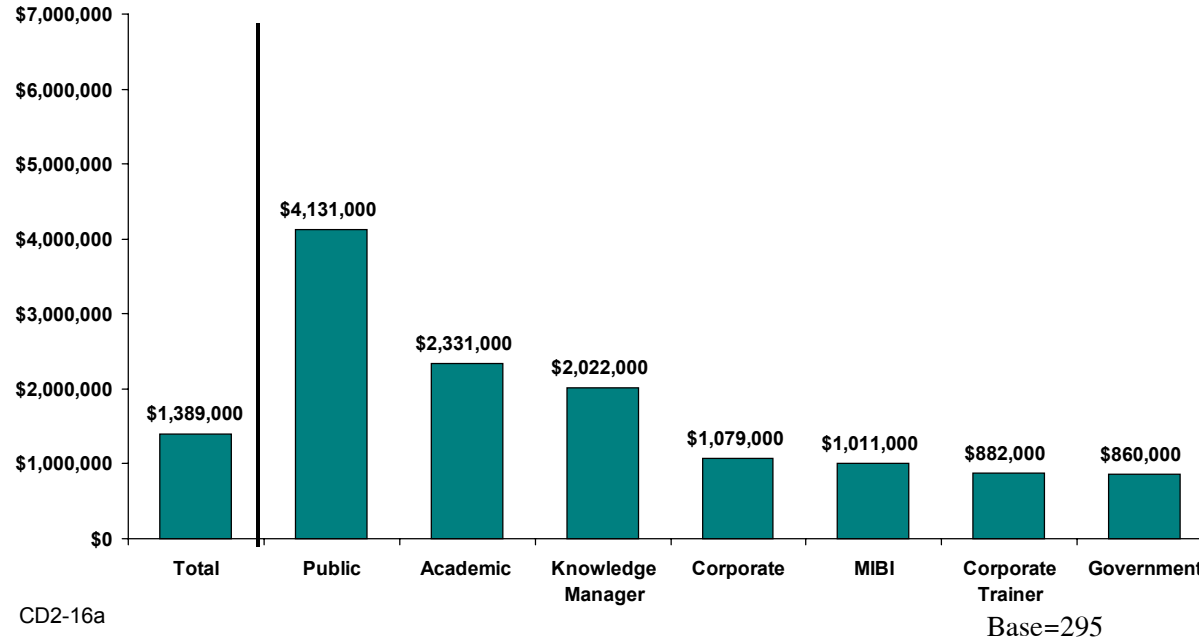
Total Base=534

Source: *The Changing Role of Content and Knowledge Professionals 2002*



# *Budgets*

## Average Total Budget



Source: *The Changing Role of Content and Knowledge Professionals 2002*



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# Strategic Management

**17a. As part of the management of your function, which of the following practices apply? (Select all that apply).**

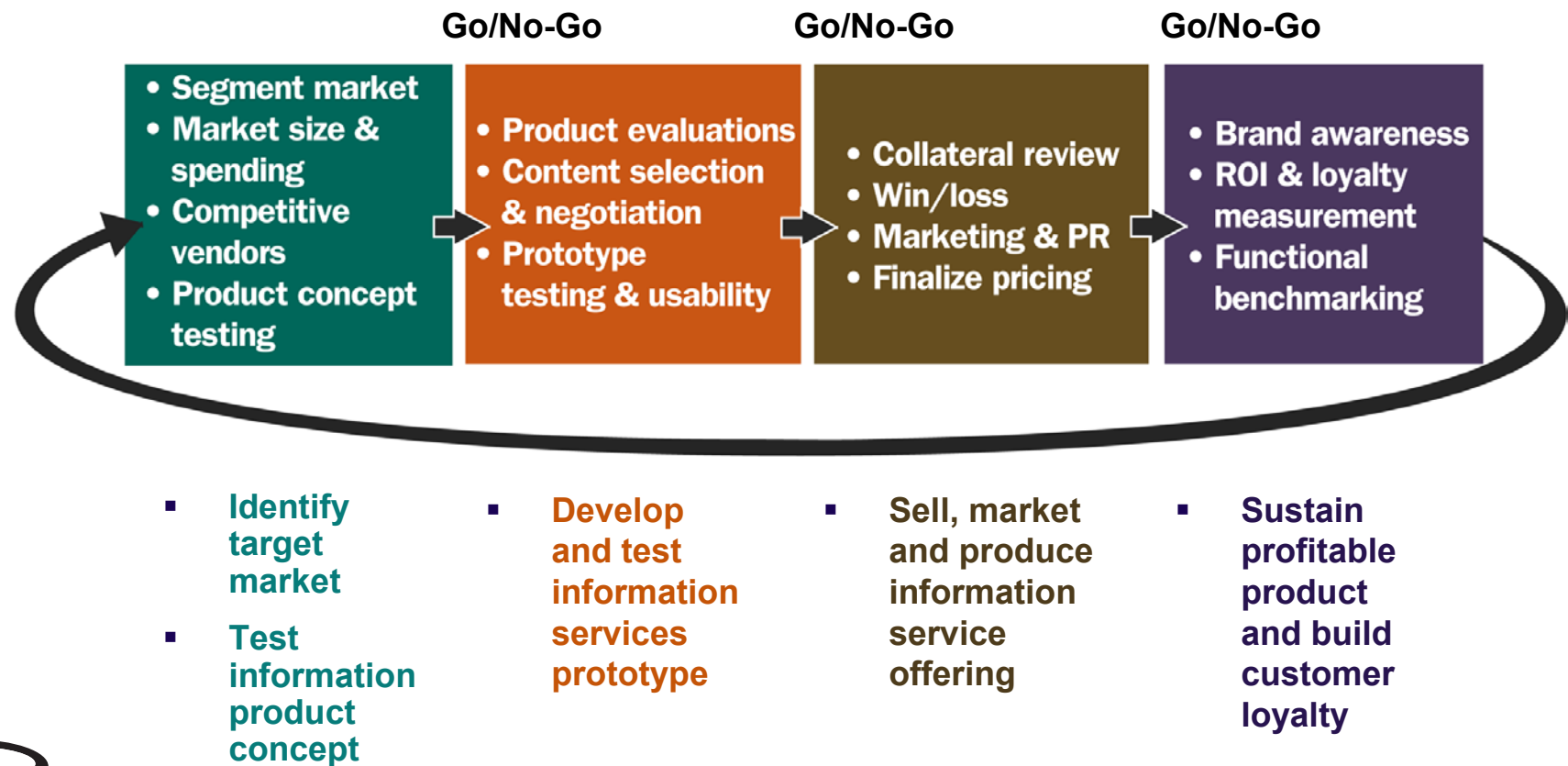
Management Practices	Total	Gov.
<i>Base</i>	<i>(837)</i> %	<i>(102)</i> %
Conduct end-user needs assessment to understand their needs and expectations	75	73
Evaluate our function's entire product/service offering/product portfolio analysis	36	27
Prepare formal plans (e.g. business and marketing plans) and/or strategies for our function	36	25
Business planning or function strategy	35	17
Have user councils or advisory groups	27	33
Benchmarking	27	26
Conduct end-of-project debriefs with internal clients	26	17
Other	2	3

Source: *The Changing Role of Content and Knowledge Professionals 2002*





# *Decision Support for the Life Cycle of Key Information Offerings*



# *When is Strategic Assessment Needed?*

- What services/products should we add, expand or delete from our portfolio?
- Is our business model viable?
- In tough times, how should we prioritize our investment and resource allocation decisions?
- As a non-profit, how can we compete in a for-profit world?
- What are our best strategic options?
- The pace of change is stressing our organization—how do we create a coordinated, integrated plan to address our new challenges?
- Are we ready to make the changes in our organization and priorities?



## *When is Needs Assessment Called for?*

- I need to understand the prospective and existing customers for my service/product, their content uses and preferences.
- What are the information gaps that our users have? Are we providing information or services that are not valued by our users?
- What resources and content technology requirements do we need to produce, integrate and rollout a product from a systems and process development standpoint?



## *Visit Us At:*

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# ***On To Our Breakout Sessions....***

**We'll reconvene in X min**

